

Baseball broadcast billings \$83 million

20 TEAMS IN TWO LEAGUES GET IN EXCESS OF \$20 MILLION FOR RIGHTS

The National League's invasion of New York and Houston, the biggest season in history in terms of teams and games, and increased "extras" are propelling major league baseball billings for 1962 to an all-time high of about \$83 million to advertisers, according to BROADCASTING's annual survey.

This buries last year's record of \$75 million (BROADCASTING, March 6, 1961), and represents one of the greatest strides in broadcast billings in a single season since television's emergence as a key factor of baseball income.

The 20 teams and the American and National Leagues will receive a total jackpot estimated to be in excess of \$20 million—\$6.7 million to the Americans, \$6.3 million to the Nationals, \$4 million plus for an All-Star Games-World Series package, \$2 million for CBS-TV and NBC-TV *Game of The Day* broadcasts and \$1 million plus for various pre- and post-game shows.

In turn, these broadcast rights have been re-sold to various sponsors with beer companies—as has been the pattern for many years—leading with sponsorship of 18 of the 20 teams. Only in Los Angeles (Angels and Dodgers) are the breweries blanked.

But two tobacco companies—American Tobacco Co. through Lawrence Gumbinner, New York, and R. J. Reynolds Tobacco Co. through William Esty Co., New York—are the individual kingpins with sponsorships of six teams each. Estimated sale of all these contracts has been placed at \$83 million, up from last year's \$75 million record.

Steady Growth ■ The consecutive

SNI busy

Sports Network Inc. is in its sixth year of business as a supplier of radio-tv facilities and related services to baseball, football and other sports enterprises. SNI President Richard Bailey estimates that SNI crews will be handling more than 3,500 major league games on radio and 400 games on television. SNI handles remote radio-tv broadcasts for baseball clubs, arranging to feed road games back to the home territory. SNI has several mobile color tv units available this season and Mr. Bailey believes some teams may want some of their contests telecast in color.

boom seasons—1961 and 1962—are no particular indication that the national pastime is gaining popularity in the eyes of advertisers, agencies and broadcasters, but rather that baseball is growing. In those two years, four new teams have appeared in New York, Los Angeles, Houston, Minneapolis-St. Paul, and the idea of two All-Star Games has caught on.

Each National League team will increase its total number of games from 154 to 162 in 1962. The American League made a similar move last year when it expanded into Los Angeles and the Twin Cities. A record number of 1,620 games will be played, and more than half—between 860 and 900—will be televised, an all-time high.

But, while buying has been generally brisk on all fronts (some tv openings in Baltimore, Houston and Kansas City still remain as well as small radio segments in some cities) coverage prices are getting too high for many broadcasters.

Both CBS-TV and NBC-TV, hard-pressed for available stations, trimmed their respective *Game of the Day* telecasts to an estimated \$700,000 combined. And Mutual, which dropped its coverage activities after the 1960 season, has no intention of resuming them, according to President Robert Hurleigh.

"We've Had It!" ■ In a confidential report from all the radio-tv stations carrying major league games, prepared by Tom Haviland, WCFL Chicago, the broadcasters generally agreed that the teams were pricing themselves out of coverage. In the broadcasters' opinion, the report said . . . "they (the broadcasters) had had it."

The Kansas City Athletics, relatively new in town (1955) from Philadelphia and beset by administrative difficulties and a weak team, have so far not found a taker for their broadcast rights. Moreover, WDAF-AM-TV, that city, which carried the KC games last year, reported it will have to surrender its option for this season if no firm commitment is received by the middle of this week.

Agency opposition to the club's rights stems from talk, apparently beyond the rumor stage, that Kansas City will shift to Dallas in 1963. The Texas city, having proved its receptiveness to professional sports (it is supporting two somewhat unsuccessful professional football teams, the Texans and the Cowboys, in a combined attendance-financial effort second only to New York), is on the lips of most baseball

men—particularly those of K.C. president Charles O. Finley.

Broadcaster's Power ■ Events of the past decade have pointed up a close broadcaster-baseball relationship. Major league teams in 1952 received \$3,848,558 for their rights as compared with \$13 million they will get in 1962. In this period radio-tv money has surged from about 17% to an estimated 40-45% of the average team's total annual income (see chart, page 37).

But broadcasters feel they are in a position to throw some weight around, and the baseball people realize it.

To take the pressure off, inter-league play (Americans playing the Nationals in a limited number of contests) will be a reality by 1964—probably in 1963. Following this will come the emergence of a third major league, so that teams can more effectively and more profitably use current radio-tv activity which is operating at near peak performance.

Under this plan, the current 20 teams would take in four newcomers (Atlanta already is a certainty) and divide their ranks into three eight-team leagues with team location the major basis for which team goes into which league.

The Results? ■ This would reduce sharply an individual team's travel expenses (its largest single expenditure) and its operating costs. This would allow it to make its profit without taxing radio and television, who in turn could sell their rights to advertisers for a reasonable sum and thus end the inflation.

This is the theory.

Meanwhile, all involved are turning to the 1962 season. This is the season that Gillette's 5-year \$4 million-plus package for the All-Star Games and the World Series begins. It is a year, too, that might see the end of the Milwaukee Braves ban against tv (they are the lone holdout). Attendance in the beer capital has dwindled and only a sale of players to Houston and New York in the expansion draft enabled Milwaukee to make a profit in 1961. A tv move could bring in as much as \$400,000 more per year to the Braves.

Color television, tested in many markets last year—with success—gets more use this year, but little financial impact is expected, except in Cincinnati where color (night and day) has proved itself.

Pay tv appears to be inching closer. The Los Angeles Dodgers and San Francisco Giants, with provisional

Continued on page 38

What baseball gets from broadcasting

Rights figures for 1961 and 1962 are BROADCASTING estimates based on a survey of ball clubs and stations. 1952 rights were revealed at a congressional hearing. Originating stations for tv and radio are listed with number of stations in parentheses. Sponsors and agencies for radio and tv follow.

American League

Team	1962 Rights	1961 Rights	1952 Rights	Television	Radio	Sponsors
NEW YORK	\$1,200,000	\$1,000,000	\$ 475,000	WPIX (TV)	WCBS (40)	Ballantine and R. J. Reynolds (both Esty) ½ each radio and tv.
CHICAGO	850,000	800,000	261,202	WGN-TV (24)	WCFL (82)	Hamm (C-M) ½, Reynolds (Esty) ¼, ¼ tv open. Budweiser (D'Arcy) ¼, Gen. Fin. Post & Morr ¼, Gen. Cig. (Weiss) ¼.
LOS ANGELES	775,000	750,000	*	KHJ-TV	KMPC (16)	Standard Oil, Calif. (BBDO) and B&W (Bates) ½ radio-tv; Chev. Dealers (Eisaman) ½ tv, Folger Coffee (Fletcher Richards) ½ radio.
CLEVELAND	700,000	700,000	452,650	WJW-TV (1)	WERE (36)	Sohio (M-E) ½, Carling Brew. (Lang. Fisher) ½ radio-tv, Sugardale Prov. (LFS) ½. Soc. Bank (Griswold-Eshleman) ½ radio, Richman Bros. (LFS) ¼.
DETROIT	625,000	600,000	400,000	WJBK-TV (10)	WKMJH (60)	Stroh Brew. (Zimmer), Speedway Petrol (Doner), Amer. Tobacco (Gumbinner) each ½ radio-tv.
BALTIMORE	600,000	500,000	8,935 ¹	WBAL-TV	WBAL (52)	National Brew. (Doner) ½, radio-tv, R. J. Reynolds (Esty) ½ tv, ½ tv open. 6 local sponsors have ¾ radio.
MINNESOTA	600,000	600,000	169,905 ²	WTCN-TV	WCCO (40)	Hamm (C-M) ½ radio-tv, Reynolds (Esty) 2/9, Amer. Bakeries (Y&R) 1/9 Max House (Ogilvy) 1/9.
BOSTON	600,000	600,000	366,500	WHDH-TV (5)	WHDH (45)	American (BBDO), Narragansett (Doherty, Clifford) each ½ radio-tv; Atlantic (Ayer) ½ tv, ½ radio. Hood (K&E) ¼.
KANSAS CITY	400,000	400,000	168,595 ³	WDAF-TV	WDAF (7)	(still being negotiated)
WASHINGTON	350,000	250,000	**	WTOP-TV	WTOP (***)	Ballantine (Esty) ½ tv, 4/9 radio; R. J. Reynolds (Esty) ½, Gen. Mills Knox-Reeves and Socony Mobil (Bates) each ¼ tv, 5/9 radio sold to national and local spot.
A. L. TOTAL	\$6,710,000	\$6,200,000	\$1,906,787			

National League

NEW YORK	1,000,000	*	*	WOR-TV (5)	WABC (17)	Rheingold (JWT) ¾ tv and ¾ radio. B&W (Bates) ¼ each. Remaining radio open.
LOS ANGELES	1,000,000	1,000,000	580,227 ⁴	KTTV (TV)	KFI (21)	American Tobacco (Gumbinner) and Union Oil, Calif. (Y&R) share ½ of radio and tv.
SAN FRANCISCO	900,000	900,000	379,562 ⁵	KTVU (TV)	KSFO (16)	Folger Coffee (FR. C&H), American Tobacco (Gumbinner), Standard Oil of Calif. (BBDO), all ½ on both radio and tv.
PHILADELPHIA	650,000	500,000	178,333	WFIL-TV (3)	WFIL (22)	Atlantic Ref. (Ayer), Ballantine (Esty) both ½ radio-tv; Tasty Bread (A-K) Phillies Cig. (W-S) each ¼ radio-tv.
CINCINNATI	525,000	480,000	109,054	WLWT (TV) (5)	WKRC (50)	Burger Beer 100% radio; Hudepohl Brew. and Sohio (both Stockton) each ½; B&W (Bates) ¼.
CHICAGO	500,000	500,000	166,027	WGN-TV	WGN	Hamm Beer (C-M) ½, R. J. Reynolds (Esty) ¼ on tv, rest open. Oak Park Bank (Connor) ½, Old Style Beer (M-E) ¼, Gen. Cig. (Y&R) ¼ radio.
HOUSTON	500,000	*	*	KTRK-TV	KPRC	American Tobacco (Gumbinner) ½ radio and tv. Rest open.
PITTSBURGH	450,000	450,000	110,000	KDKA-TV (4)	KDKA (30)	Atlantic Ref. (Ayer), Mellon Bank (F&S&R), Pittsburgh Brew. (Ketchum) all ½ on radio and tv.
ST. LOUIS	425,000	400,000	102,250	KSD-TV	KMOX (60)	Busch Bavarian (Gardner) and American Tobacco (Gumbinner) each ½ radio-tv.
MILWAUKEE	375,000	350,000	316,324 ⁶	None	WEMP (31)	Miller Brew. (Mathisson), Clark Oil (Greenfield), American Tobacco (Gumbinner) each ½ radio. No tv.
N. L. TOTAL	\$6,325,000	\$4,580,000	\$1,941,777			

*No franchise. **See Minnesota Twins listing. ***Senators have own special network of about 100 stations operated and administered separately from WTOP-AM-FM-TV which owns team's broadcast rights. 1. Figure for St. Louis Browns who transferred to Baltimore in 1954. 2. Figure for Washington Senators, switched to Minnesota in 1961. 3. Figure paid to

Philadelphia Athletics which moved to KC in '55. 4. Rights to Dodgers before move from Brooklyn to Los Angeles in 1958. 5. Radio-tv rights paid Giants when team was in N. Y. prior to '58. 6. Figure is payment to Boston Braves before 1953 transfer to Milwaukee.

commitments, will be the first to experiment when it comes. Both are televising games from each other's parks.

Coverage Helps ■ The relatively quick buying on the part of advertisers in 1962 is attributed mainly to the National League's expansion program. In addition, the folding of the Class AA Southern Association with teams in eight southern and southeastern markets has stimulated regional networks.

Not content with the standard pre-and post-game shows, a number of broadcasters are introducing such shows as *Tell it to the (baseball) Manager* where the fans soundoff, *The Manager Speaks* and several others starring team stars in various cities.

The lineups as of last Friday:

AMERICAN LEAGUE

New York Yankees ■ WPIX (TV) will telecast the Yankee games for the 11th consecutive year. Radio broadcasts will be carried by WCBS-AM-FM New York. P. Ballantine & Sons and R. J. Reynolds Tobacco Co. through William Esty Co., New York, will repeat co-sponsorship of radio-tv coverage. Tv schedule: 81 home games, 46 road games, three exhibition games. The first pre-season telecast is set for March 25. Regulation games begin April 10 and end Sept. 30. WCBS-AM-FM will carry the entire 162 game schedule. All the exhibition games will be broadcast over fm while the am station will carry only the weekend pre-season contests. A 40-station "Home of Champions" radio network in New York, Pennsylvania, Connecticut and Massachusetts will also carry the Yankee games. Mel Allen, Red Barber and Phil Rizzuto are the sportscasters.

Chicago White Sox ■ Daytime home games for the third year will be colorcast by WGN-TV Chicago which also is colorcasting home games of the Chicago Cubs (see page 42) and carrying in black-and-white 18 night games away of both teams for a season total of 143 games. Season starts April 10 at Chicago with Los Angeles playing Sox. There is no extra charge for color which is included in package to WGN-TV sponsors. Signed to date: One-half sponsorship renewal, Theo. Hamm Brewing Co., St. Paul, Minn., through Campbell-Mithun, Minneapolis; one-quarter sponsorship renewal, R. J. Reynolds Tobacco Co. for Camel cigarettes through William Esty Co., New York. One quarter is still open. With both Sox and Cubs on its schedule, WGN-TV comes up with a poser July 14 with both teams playing at home. One possible solution under consideration is a dual pickup. Jack Brickhouse and Vince Lloyd again will do play-by-play on tv. White Sox radio network again will be fed by WCFL Chicago be-

ginning with exhibition games from Sarasota March 10. Radio network presently includes 73 stations in 11 states, up from last year, with more to be added. Still unclear are some Texas outlets because of Houston Colts plans. WCFL will feed 162 Sox season games plus 29 exhibition games and one game with Cubs at home. WCFL also will feed 45 ticker recreations of other American League games to same group. Anheuser-Busch through D'Arcy Adv., St. Louis, has renewed one-quarter radio sponsorship as has General Finance Co. through Post & Morr, Chicago. One-sixth sponsorship has been picked up by General Cigar Co. for Corina cigars through Edward H. Weiss & Co., Chicago, and one-third sponsorship is still open. Bob Elson again will do play-by-play with newcomer Milo Hamilton. He succeeds Ralph Kiner, ex-Pittsburgh Pirates star, who moves to New York to handle telecasts of new Mets.

Los Angeles Angels ■ The Angels' surprising surge during the last half of the 1961 season likely is the reason they are getting an estimated \$25,000 more for their broadcast rights in 1962. Standard Oil of California (BBDO), Brown & Williamson Tobacco Co. for Viceroy cigarettes (Ted Bates) and J. A. Folger & Co. (Fletcher Richards, Calkins & Holden) each will sponsor one third of the Angels' games on radio (162 regular season and 16 pre-season). Standard Oil, Brown & Williamson and Chevrolet Dealers of Southern California (Eisaman, Johns & Laws) will share sponsorship of 26 games on television (six pre-season and 20 regular season, including one each from every American League park). KMPC Los Angeles will feed radio accounts to a special Angels network consisting of 16 other stations: KERN Bakersfield, KWTC Barstow, KXO El Centro, KNKS Hanford, KCHV Indio, KENO Las Vegas, Nev., KSFE Needles, KPRL Paso Robles, KXIV Phoenix, Ariz., KTIP Poterville, KCKC San Bernardino, KIST Santa Barbara, KSMA Santa Maria, KCUB Tucson, Ariz., KVOY Yuma, Ariz., KSLY San Luis Obispo. KHJ-TV Los Angeles will televise the games. Buddy Blattner joins Don Wells and Steve Bailey on the Angels' play-by-play team.

Trade

Don Owens, defensive tackle for the St. Louis Cardinals of the National Football League, has joined KWK, that city, as sports director, replacing Ken Boyer, third baseman of the St. Louis Cardinals (baseball) who has reported for spring training with the team.

Cleveland Indians ■ As last year, WJW-TV Cleveland will telecast 56 Indian games and WERE there will originate for a radio network covering 35 cities in four states. Carling Brewing Co. through Lang, Fisher & Stashower has renewed one-third sponsorships of both tv and radio and Standard Oil of Ohio through McCann-Marschall has renewed one-third tv sponsorship. New one-third sponsor on tv is Sugardale Provision Co. (meats) through LSF. Society National Bank through Griswold-Eshelman Adv. has signed for one-third radio and Richman Bros. Clothes through LFS has taken one-sixth with another one-sixth still open. Ken Coleman and Bob Neal will do tv play-by-play with Jim Dudley and Harry Jones doing radio. Messrs. Neal and Jones swapped assignments this season.

Detroit Tigers ■ Last year's three co-sponsors have renewed both radio and television packages: Stroh Brewery Co. through Zimmer, Keller & Calvert; Speedway Petroleum Corp. through W. B. Doner Co., and American Tobacco Co. through Gumbinner Adv. WKMH Dearborn, Mich., will originate the radio network of more than 50 stations, including WJL Detroit (afternoon games) and WJR Detroit (night games). Season opens April 9 with Washington Senators in the nation's capital. WKMH itself also will carry weekend pre-season Grapefruit League games from Miami starting March 10. George Kell and Ernie Harwell again will do play-by-play. WJBK-TV Detroit will feed a total of 41 games to a network of seven tv stations again this season.

Boston Red Sox ■ WHDH-TV will televise 35 home and 21 road games of the Red Sox. The complete schedule of 162 games will be carried by WHDH Boston. A tv network consisting of WMTW-TV Poland Springs; WABI-TV Bangor; WAGM-TV Presque Isle, all Maine; WPRO-TV Providence and WTIC-TV Hartford, will be fed the tv coverage. Between 40 to 45 stations in New England will comprise the radio network. Sponsors of the Red Sox games are Atlantic Refining Co. through N. W. Ayer & Son, New York; Narragansett Brewing Co. through Doherty, Clifford, Steers & Shenfield, New York, American Tobacco Co. through BBDO and H. P. Hood & Sons. Sportscasters will be Curt Gowdy, Ned Martin and Art Gleason.

Kansas City Athletics ■ As of late Friday, broadcast plans of the Athletics continued unsettled but packager Majestic Adv., Milwaukee, still was hopeful to announce momentarily that WDAF-AM-TV Kansas City would carry games again for Joseph Schlitz Brewing Co. and other sponsors with WDAF feeding a radio network of

about a half dozen stations. Last season, WDAF-TV carried 30 games with WDAF broadcasting the full card plus exhibition games.

Washington Senators ■ Although tied for last place (with Kansas City) in 1961's expanded American League, the lowly Senators have made giant gains in the billings league during the off season. They have hired Bob Best, a former radio man, as their radio-tv director (the only one in the majors) who promptly has set up a special radio network of more than 100 stations from Pennsylvania to Florida and a tentative 10-station television network to be handled by Sports Programs Inc., wholly-owned subsidiary of ABC. This is in addition to WTOP-AM-FM-TV which will carry the Senators games in a 50-mile radius. Result: About an additional \$100,000 for the team.

WTOP-TV will carry 30 games (same as last year), 11 at home and 19 on the road. Almost all games (25) will be on weekends. Ballantine and R. J. Reynolds (both Esty) each will sponsor 1/3 with General Mills (Knox-Reeves) and Socony Mobil (Bates) sharing 1/6 each. On radio, WTOP-AM-FM will carry 162 regular season games and most weekend exhibition games. Ballantine will sponsor 4/9 with the remaining time sold on a local-national spot basis. Dan Daniels and John MacLean will call the play-by-play and Nat Allbright and Mr. Best will call the plays on the special network airing 158 games.

NATIONAL LEAGUE

New York Mets ■ The entire schedule of 192 games including 30 exhibition contests of New York's new team will be broadcast by WABC-AM-FM New York. WOR-TV New York will carry the full home season of 83 games as well as 50 road games and three exhibition games. A radio network will include Binghamton, Elmira, Utica Schenectady, Liberty, Ithaca, Massena, Watertown, Plattsburg and Syracuse, all New York; New Haven-Hartford, New London, Putnam, Torrington, Waterbury and Willimantic, all Connecticut, and Rutland, Vt. On the tv network will be WNHC-TV New Haven, WRGB (TV) Albany-Schenectady, WPTZ (TV) Plattsburg, WBNF-TV Binghamton and WSyr-TV Syracuse. Games will be sponsored by Liebmann Breweries (Rheingold Beer) through J. W. Thompson, New York, and Brown & Williamson Tobacco Corp. through Ted Bates & Co., New York, and Keyes, Madden & Jones, Chicago. Lindsey Nelson, Bob Murphy and Ralph Kiner will do the play-by-play commentary.

Los Angeles Dodgers ■ The Los Angeles baseball scene for 1962 climaxes

NIELSEN

First report for February, 1962
(Based on two weeks ending Feb. 4, 1962)
NIELSEN TOTAL AUDIENCE (†)

Rank		Rating	
		% U.S. TV Homes	No. Homes (000)
1	Bob Hope Christmas Show	40.9	20,041
2	Wagon Train	39.7	19,453
3	Bonanza	37.2	18,228
4	Garry Moore Show	35.2	17,248
5	Walt Disney's World-Color	33.0	16,170
6	Dr. Kildare	32.7	16,023
7	Rawhide	32.6	15,974
8	Perry Mason	32.3	15,827
9	Hazel	31.9	15,631
10	Red Skelton Show	31.4	15,386

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

Walt Disney's World-Color (NBC-182); RCA (JMT), Eastman Kodak (JMT), Sun. 7:30-8:30 p.m.

Dr. Kildare (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert (L&F), Thur. 8:30-9:30 p.m.

Andy Griffith (CBS-181); General Foods (B&B), Mon. 9:30-10 p.m.

Hazel (NBC-144); Ford (JMT), Thur. 9:30-10 p.m.

Bob Hope Christmas Show (NBC-182); Chrysler (Burnett), Wed., Jan. 24, 9-10 p.m.

NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating	
		% U.S. TV Homes	No. Homes (000)
1	Bob Hope Christmas Show	35.2	17,248
2	Wagon Train	33.9	16,611
3	Bonanza	32.7	16,023
4	Garry Moore Show	30.1	14,749
5	Hazel	29.5	14,455
6	Red Skelton Show	28.8	14,112
7	Dr. Kildare	28.6	14,014
8	Andy Griffith Show	28.3	13,867
9	Rawhide	27.7	13,573
10	Perry Mason	27.6	13,524

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

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Garry Moore (CBS-188); R. J. Reynolds (Esty), Oldsmobile (D. P. Brother), S. C. Johnson (NL&B), Tue. 10-11 p.m.

Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JMT), Sat. 7:30-8:30 p.m.

Rawhide (CBS-190) General Foods (B&B), Bristol-Myers (Y&R), Colgate (L&N), Drackett (Y&R), National Biscuit (M-E), Philip Morris (Burnett), Fri. 7:30-8:30 p.m.

Red Skelton (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tue. 9-9:30 p.m.

Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

club president Walter O'Malley's long-awaited dream—a new stadium—and a boost in games from 154 to 162 in relation to the National League's expansion into New York and Houston. Financially, the picture should be a carbon of 1961. Union Oil (Young & Rubicam) and American Tobacco Co. for Tareyton cigarettes and Roi-Tan cigars (Gumbinner Adv.) will co-sponsor all Dodger radio games on KFI (162 regular season and 29 exhibitions) and on television (nine, all at San Francisco against the Giants). The Dodger baseball network is made up of 21 stations—7 in California, 6 in Arizona and one in Las Vegas, Nev. KTTV (TV) Los Angeles will telecast the games. Vin Scully and Jerry Dogget are the play-by-play broadcasters for the Dodgers.

San Francisco Giants ■ Little change from last year is in store for the Giants in radio and television for 1962. J. A. Folger Co. (Fletcher Richards, Calkins & Holden), Standard Oil of California (BBDO) and American Tobacco Co. for Tareyton cigarettes (Gumbinner Adv.) will co-sponsor all Giant games on radio (162 regular and 11 pre-season) and television (nine against the Dodgers from Los Angeles and two

pre-season games). A special Golden West radio network of 16 stations with KSFO San Francisco as the flagship will carry the Giant games on radio. They are: KSFO, KFBK Sacramento, KBEE Modesto, KMJ Fresno, KOH Reno, Nev., KSBW Salinas, KVCV Redding, KINS Eureka, KSYC Yreka, Calif., KWSD Mount Shasta, KUKI Ukiah, Calif., KDAC Ft. Bragg, KIBS Bishop, Calif., KCNO Alturas, KOOL Phoenix, KOLD Tucson, KIKI Honolulu (not firmed up).

Philadelphia Phillies ■ WFIL-AM-TV will carry the Phillies games. Radio schedule includes all regulation games plus exhibition contests. Tv schedule consists of 20 home games, and 36 road games. About 22 stations in eastern Pennsylvania, New Jersey and Delaware will form a Phillies radio network. Stations picking up the telecasts are WGAL-TV Lancaster and WNEP-TV Scranton. Sponsors are Atlantic Refining Co. through N. W. Ayer & Son, Philadelphia, P. Ballantine & Sons through William Esty Co., New York; Bayuk Cigars through Werman & Schorr, Philadelphia and Tasty Baking through Aitkin-Kynett, Philadelphia. Play-by-play commentary will be handled by Byrum Saam, Frank Sims and

Claude Haring.

Chicago Cubs ■ Just like the White Sox, daytime home games of the Cubs will be aired in color by WGN-TV Chicago for two-team total of 125 colorcasts. Night games in monochrome also are scheduled (see page 38). Theo. Hamm Brewing Co., St. Paul, through Campbell-Mithun, Minneapolis, renews one-half sponsorship and R. J. Reynolds Tobacco Co. Camel cigarettes through William Esty Co., New York, renews one-quarter. One-quarter is open. Jack Brickhouse and Vince Lloyd will do play-by-play. WGN Radio will broadcast full 162-game Cub schedule plus seven exhibition games starting March 18 with Cubs vs. Boston at Scottsdale, Ariz. Jack Quinlan and Lou Boudreau again will handle play-by-play. Oak Park Federal Savings & Loan for fifth year has renewed one-third radio sponsorship through Roy Connor & Assoc., Aurora, Ill. G. Heileman Brewing Co., Lacrosse, Wis., through McCann-Erickson and General Cigar Co. (White Owl) through Young & Rubicam each have signed for one-sixth. One-third is still open.

Pittsburgh Pirates ■ KDKA Pittsburgh will carry the entire Pirate schedule with 33 road games presented on KDKA-TV. On radio the coverage will be provided to a network of about 30 stations in Pennsylvania, Ohio and West Virginia. Sponsorship this year will be by Atlantic Refining Co. through N.W. Ayer & Son, Philadelphia; Pittsburgh Brewing Co. through Ketchum, MacLeod & Grove, Pittsburgh; and the Mellon Bank, Pittsburgh. Sportscasters will be Bob Prince, Jim Woods and Paul Long.

Houston Colt .45s ■ Baseball's invasion into the Southwest gives the Colt .45s a wide open opportunity to sell the team in a heretofore unexplored territory in baseball circles. KPRC will air the team's complete 162 schedule plus some exhibition games and will feed 14 other stations, including KCOR San Antonio which originate a special Spanish language network. The emergence of Houston bites into the Chicago White Sox network which had extended into Houston and in other parts of Texas. KTRK-TV will telecast 14 road games with American Tobacco Co. (Gumbinner) picking up half of the tab on both radio and tv. At press time (last Friday), the other half of the sponsorship was still open for grabs.

Milwaukee Braves ■ It is still doubtful whether television will have a chance to expose the Braves this season although the club and the sponsors reportedly are interested; they just haven't been able to get together on fine points. Tv is considered very likely next season when all broadcast rights, now in last year under second five-year contract to

Picked for 'Paks'

Anheuser-Busch, St. Louis, through D'Arcy Adv., there, announced last week that its annual "Pick-a-Pair of 6-Paks" promotion for Budweiser will run in June and July this year with the broadcast media once again getting the major portion of the advertising. Nearly \$2.5 million will be spent in radio-tv this year as last, it was estimated, representing about 55% of the all-media budget. Event last year sold record high of more than 21 million six-paks. Successful "Pick-a-Pair" theme gives retailers free hand to tie-in other product promotions with the Budweiser push. Marketing teams from the brewing firm and D'Arcy will meet with broadcast sales representatives in Tampa March 14-16 to discuss radio-tv strategy.

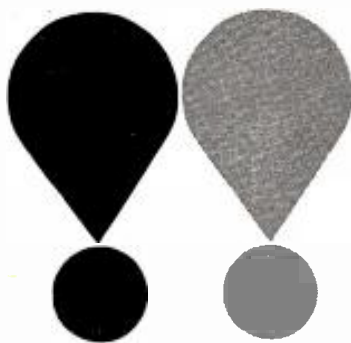
Miller Brewing Co., will be up for grabs. WEMP Milwaukee will originate coverage on a 31-station network in four states, including WTMJ Milwaukee, with all sponsors renewing: Miller Brewing through Mathisson & Assoc., Clark Oil through subsidiary Greenfield Adv. and American Tobacco Co. for Tareyton through Gumbinner Adv. Network lineup is cut from 50 stations last year but addition of bigger stations this season keeps coverage area the same. Braves coverage starts March 10 for 15 pre-season games from Florida and Arizona with regular season underway April 10 for 162 games. Earl Gillespie and Blaine Walsh will handle the play-by-play.

Minnesota Twins ■ WTCN-TV Minneapolis will telecast 50 Twins games (eight home and 42 road) with WCCO, that city, broadcasting the team's complete 162-game regular season schedule plus some exhibition games on a 40-station network outside a 150-mile protected WCCO territory. Theo. Hamm Brewing, St. Paul, through Campbell-Mithun, Minneapolis, will sponsor 1/3 each on radio and tv. Other tv sponsors; R. J. Reynolds Tobacco Co. through William Esty, New York, 2/9; American Bakeries through Young & Rubicam, New York, 1/9 and Maxwell House Coffee through Ogilvy, Benson & Mather, 1/9. Radio sponsorship will be picked up by Twin City Federal through Vance-Pidgeon, 1/3; General Mills through Knox-Reeves, Minneapolis, 1/6; and Western Oil through Forney, 1/6. Herb Carneal and Ray Scott will call the play-by-play, the former replacing Bob Wolff who has joined NBC-TV's broadcast team for its *Game of The Day* telecasts.

Baltimore Orioles ■ WBAL-TV Baltimore replaces WJZ-TV, that city, as the Orioles' television station under a new two year contract. National Brewing Co. through W. B. Doner, Baltimore, will sponsor 1/3 of both radio and television and has an option to increase its tv purchase to 1/2 if the time is not sold. As of Friday it wasn't. R. J. Reynolds Tobacco Co. through William Esty Co., New York, is the other television sponsor. The remaining 2/3 radio sponsorship has been sold to six local sponsors with WBAL Baltimore feeding some 50 stations 162 regular season and additional exhibition games. WBAL-TV will telecast 50 games (11 home, 39 away). The Orioles also will have a new broadcast team with the switch from Hamm's Beer (1961) to National this season. It will consist of Chuck Thompson and Bailey Goss, veteran Baltimore broadcasters, and Jack Dunn III, who was last year's Oriole public relations director.

Cincinnati Reds ■ Although the ball club's new management has been taking its time deciding how many and which games it will release to tv this season, WLWT (TV) Cincinnati expects to air as many games in color as possible and feed in color to Crosley's owned stations WLWC (TV) Columbus and WLWD (TV) Dayton. WLWT also is expected again to feed WSAZ-TV Huntington, W. Va., and WLEX-TV Lexington, Ky. Hudepohl Brewing through Stockton-West-Burkhart, Cincinnati, has renewed one-half tv sponsorship with Standard Oil of Ohio through McCann-Marschall renewing one-third. Brown & Williamson Tobacco through Ted Bates has signed for one-sixth tv. On the radio side, for the 21st consecutive year, Burger Brewing Co. through Midland Adv., Cincinnati, has renewed a five-state network to be fed by WKRC Cincinnati, including 20 pre-season games starting March 10. Network already includes 55 stations, up from last year, and is still growing. Waite Hoyt and Gene Kelly will do radio play-by-play.

St. Louis Cardinals ■ The Cardinal radio network is growing again, this season already including 60 stations in about a dozen states with KMOX St. Louis as the key. Spring training games hit the air March 12 with regular season opening April 10. Anheuser-Busch for Busch Bavarian Beer through Gardner Adv., St. Louis, renews one-quarter sponsorship on the radio network. Quarter sponsorships also have been taken by General Finance Corp. through Post & Morr and American Tobacco Co. (Tareyton) through Gumbinner Adv. with a fourth sponsor to be signed momentarily. Tv schedule moves from KPLR-TV St. Louis to KSD-TV there this season with number of games cut



The pros with their dash and élan—Warriors basketball and Eagles football • Masters golf • horse racing's Triple Crown • six CBS Radio sports specials including Indianapolis '500' and big league baseball reports. WCAU and CBS Radio set the pace in reporting the frenetic, kaleidoscopic world of sports. It's the thorough coverage of champions by champions.

SOUND OF SPORTS WCAU RADIO



THE CBS OWNED STATION IN PHILADELPHIA REPRESENTED BY CBS RADIO SPOT SALES

44 (BROADCAST ADVERTISING)

from 45 to only 20, but significant new sponsor for one-third share is Shell Oil Co. through Ogilvy, Benson & Mather. Busch Bavarian and American Tobacco each renew one-third tv sponsorships. Announcing on both radio and tv will be done through combinations of Harry Caray, Joe Garagiola and Jack Buck. Several pre-game and post-game features also are planned on radio with Mr. Garagiola doing tape feature on tv.

NETWORKS

CBS-TV ■ About 165 stations will carry CBS-TV's *Baseball Game of the Week*. The contests scheduled on 25 Saturdays and 23 Sundays, will begin April 14-15. Falstaff Brewing Co. through Dancer-Fitzgerald-Sample, New York, is leading sponsor with one-half participation in both days. Other advertisers are Philip Morris through Benton & Bowles, New York; General Mills through Knox Reeves-Fitzgerald, New Orleans; Rise through Sullivan, Stuafter, Colwell & Bayles, New York; Colgate through

Ted Bates, New York; Vitalis through Doherty, Clifford, Steers & Shenfield, New York; Simoniz through Dancer-Fitzgerald-Sample; and J. B. Williams through Parkson Adv. Agency, New York. Former major league stars Dizzy Dean and Pee Wee Reese will handle the announcing chores.

NBC-TV A 50-game weekend schedule beginning April 14-15 will be covered on NBC-TV's major league baseball *Game of the Day*. The ball games will be carried on 150 stations. Joe Garagiola and Bob Wolff will do the play-by-play. Advertisers signed by the network are Anheuser-Busch (Busch Bavarian Beer), one-half sponsorship on Saturday and one-quarter sponsorship on Sunday in 33 markets; and Sunray Oil Co., one-quarter participation on both days in 36 markets, both via Gardner Adv. Co., St. Louis. The rest of the schedule will be offered for local co-op sponsorship. The games will not be seen in any major league market. No colorcasts have been planned.

ARB RE-RANKS TV MARKETS

New system rates areas by total homes delivered during network option time hours, not on numbers

A new method for determining tv market rank has been developed—and it plays some funny tricks with existing markets figured the old way.

Proposed by the American Research Bureau, the key change is the base for determining a market: Total homes delivered during network option time.

Market rankings generally have been based on standard reference points—population, retail sales—and in tv by coverage area set count, net weekly circulation of strongest-station-in-market or tv market revenue.

Because of weaknesses in each of the present systems, ARB feels that the most equal of all measurements is the network option time hours. At this time (7:30-11 p.m. EST and corresponding times in the central, mountain and west coast time zones), all stations have similar programs and viewers have tuned to their habitually viewed stations, ARB believes. The viewing element is thus fairly well stabilized.

A factor in ARB's decision to rank markets by this new criterion is the fact that television time now is primarily purchased on the basis of audience delivered.

By the Quarter-Hour ■ What ARB statisticians do is to take the quarter hour viewing, as reported in ARB diaries, during the network option time of the stations, and then average these out for all stations in a market. This determines the average audience de-

livered by all tv stations in the market for the entire network option time.

Some startling differences result in ranking markets. Ranking by total tv market revenue for 1960 (based on FCC financial reports) puts Seattle-Tacoma in 22nd place nationally; based on net weekly circulation of the strongest station (ARB 1960), Seattle-Tacoma ranks 20th. When, however, this market is rated on total homes delivered, it jumps to 14th.

Charleston-Huntington, W. Va., also takes on a new look via the new concept. By net weekly circulation it ranks 36th, by tv market revenue, 40th—but by total homes delivered it ranks 30th.

Albany-Schenectady-Troy, N. Y., ranks 40th by tv homes potential, 37th by net weekly circulation and 29th by total homes delivered.

Salt Lake City ranks 67th on circulation, moves up to 61st by ARB count.

ARB plans to provide the full market rankings in its *Market Digest*, to be released this summer. Current information will be provided in ARB's 1962 *Station Management Analysis*.

Following is the list of the current top 100 markets in the nation ranked according to total homes delivered. Source of the basic data is ARB's November 1961 Nationwide Sweep measurement:

Rank A—Total Homes Delivered by all stations in the market combined, ARB, November 1961, 7:30-11:00

BROADCASTING, March 5, 1962